

2012: The Year of Downtown



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RENAISSANCE

NEWS UPDATE NEWS UPDATE NEWS UPDATE

Businesses Receive FREE Assistance With Legal Issues

A series of free seminars designed to better acquaint local operators with business-related legalities is being sponsored by the **city of Las Vegas** and attorneys from the law firm **Lionel Sawyer & Collins**. Lionel Sawyer & Collins is a local law firm that has been in business for 45 years.

The city's **Economic and Urban Development Department** will host six seminars during the months of June through September, focusing on topics such as taxes, licenses and permits, labor and employment laws, trademarks, small claims court and trust and estate planning. All of the seminars will be held at the Historic Fifth Street School, located at 401 S. Fourth St., in downtown Las Vegas. Check-in will begin at 7:45 a.m. for each seminar.

Seminar dates and topics:

- June 19:** Business Formation and Tax Laws
- July 10:** Zoning and Business Licensing
- July 24:** Labor and Employment Legal Requirements
- Aug. 7:** Trademarks, Trade Names, Service Marks and E-Commerce
- Aug. 21:** Small Claims Court
- Sept. 5:** Trust and Estate Planning

While admission is free, advance registration for each individual seminar is required. Space is available on a first come, first served basis. Register by either emailing dmharris@lasvegasnevada.gov or calling (702) 229-6862. For further details on programs or speakers, visit <http://bit.ly/MYmeNN> or contact sallen@lionelsawyer.com.



The Business Development Center is located at 1951 Stella Lake St. in West Las Vegas.

New Center Helps Make Businesses More Successful

The **Business Success Center**, a one-stop resource for a wide variety of business programs supporting entrepreneurs, is now open in Las Vegas. It is located at the business development center, which is co-sponsored by the **city of Las Vegas Redevelopment Agency** and the **Urban Chamber of Commerce**.

The Business Success Center is managed by the **Nevada Small Business Development Center**. Services provided at this center include professional business consulting, microloans, entrepreneurial training, economic and demographic analyses, regional business and economic research, environmental and energy-efficiency assistance, student support and learning, assistance obtaining government grants and contracts, and more.

The Business Success Center is located in suite 32 of the business development center at 1951 Stella Lake St. It is open from 8 a.m. to 5 p.m., Monday through Friday. For more information, call 800-240-7094.

The Business Success Center is part of the Nevada Small Business Development Center's network of support offices. The Nevada Small Business Development Center is funded in part through a cooperative agreement with the U.S. Small Business Administration.



REDISCOVER DOWNTOWN

Every city has a soul.

A social media and public relations outreach program encouraging locals to visit and **REDISCOVER DOWNTOWN** Las Vegas was recently launched by the **Downtown Las Vegas Alliance (DLVA)**. The DLVA is a nonprofit corporation comprised of downtown stakeholders. The five-month campaign will culminate on Oct. 13 with a **Rediscover Downtown Day**. Rediscover Downtown Day will be geared toward locals and include special events, offers, tastings and activities at downtown businesses.

"The downtown of today is much different than it was even just a few short years ago or even one year ago," said **Rich Worthington**, president and chief operating officer of The Molasky Group of Companies, who also serves as chairman of the board/president of the DLVA.

According to Worthington, recent developments and new project openings go a long way in countering the outdated perceptions that the area is old and that there is little to do. "There are more than 100 restaurants downtown, more than 70 bars, dozens of art galleries, four major museums, one of the country's most successful retail outlet malls and special attractions like Fremont Street Experience," Worthington said.

"Plus, all of the area's major hotels have recently completed renovations or are in the middle of a major upgrade," Worthington said. This list includes Downtown Grand (formerly Lady Luck), The D (formerly Fitzgerald's), Golden Gate, The Plaza, El Cortez and Golden Nugget. Worthington also cited the combined \$1 billion investment in The Smith Center for the Performing Arts, the new City Hall, The Mob Museum, Discovery Children's Museum and the Neon Museum. "That doesn't even count the cost of renovating the old city hall and the \$350 million private investment of Zappos and its Downtown Project."

To combat the misperception that downtown is not safe, Worthington cites recent Downtown Area Command statistics that show an 18 percent drop in violent crime in 2011 as compared to 2010 and a 16 percent drop in property crime for the same time period. "Nothing does a better job of reducing crime than activity and vitality," Worthington said.

Locals are encouraged to follow the Rediscover Downtown initiative for updates on events, activities and downtown happenings on Twitter at **@ReDowntownLV** or at **www.facebook.com/RediscoverDowntownLasVegas** on Facebook.

The REDISCOVER DOWNTOWN campaign will run concurrently with and complement an ongoing awareness effort being sponsored by the **city of Las Vegas Economic and Urban Development Department**.



Mayor Carolyn Goodman receives flowers from **Sophia Abiera** in recognition of the mayor's cameo appearance in the **Las Vegas Shakespeare Company's** musical production of *Cinderella*. This musical was the first performance held by the theatre troupe in their new home at 821 Las Vegas Blvd. North in the Cultural Corridor. Selected through a request-for-proposals process by the city of Las Vegas, the Shakespeare Company has a 10-year lease with the city on the former Reed Whipple Cultural Center. The Shakespeare Company is rehabilitating this decades-old building, which is in dire need of repairs and restoration.

City Consolidates Its Licensing Requirements

The city of Las Vegas has finalized the first phase of a major effort to cut down on the number of licenses that businesses are required to carry. More than 5,500 businesses were recently notified that they no longer need to carry multiple business licenses and can conduct their business under one primary license. Businesses will receive a new consolidated sales or services license in the mail as their regular renewals are due over the next six months. Previously, certain businesses were required to process, track and pay multiple bills from the city relating to different licenses. For example, a business may have had a Sales License, an Accessory Sales License and a Clothing Sales License, resulting in separate reporting of sales for each license. Establishing a primary business license will save time and increase efficiency for businesses, as they will now receive one bill from the city and only be required to report combined sales on one license. In addition, the city will no longer have to send out 22,000 bills.

Las Vegas Redevelopment Agency

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